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RELATION BETWEEN EVENT MARKETING AND CRM

With the creation of a wine tasting for the company Olivetti

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ABSTRACT

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| Name of thesis RELATION BETWEEN EVENT MARKETING AND CRM, with the creation of a wine tasting for the company Olivetti. | | |
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| <p>A plan for event marketing and CRM was made for a wine tasting evening at Olivetti, which is a company in Kokkola. The analysis of event marketing and the customer relationship management was made for the creation of a wine tasting, for a local company in Kokkola. The event was planned and implemented by four students from Centria University of Applied Sciences. The aim of the evening was to promote French culture in Kokkola.</p> <p>The principle aim of the thesis was to analyze and understand the main essential steps for the creation of an event marketing. Based on a book that describes each step of a marketing event, it allowed us to identify the essential elements for the creation of the event. Tools such as timetable, scenario and organization of the space have been realized to limit all risks and manage the day of the event.</p> <p>The main goal of the event marketing was to build or strengthen the relationship between the customer and the company thanks to the lived experience. Experiential marketing is one of the concepts that comes after analysis of the principles of customer relationship management, this concept will allow to create the emotional link with the customer.</p> <p>It was very important to consider each player in this process. Indeed, there were the customers, the partner, and the members of the preparation. Once all of this was understood, it was also necessary to clearly define each step in the process of loyalty to clients. And finally, we had to see an objective view of the results obtained.</p> | | |
| Key words: event marketing, experience, relationship, wine tasting | | |

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1 INTRODUCTION

With three other exchange students, we decided to create an event, in Kokkola, and the goals of the event was to promote French wine (big part of French culture) in Kokkola. For my part I'm focusing on: How to create a marketing event? And, how to adapt it for Finnish new consumer?

To resolved and answered to those question I decided to introduce my work with exposition and definition concerning all the type of marketing. For that part, I decided to study a book "Event marketing of Leonard H. Hoyle 2002". Thanks to that book I learned more about how to organize an event, to know how to do it and what the essential is for promote an event. Moreover, I used all the courses I had follow during my studies (in Group Sup de Co, La Rochelle in France and Centria University of Applied Sciences, Kokkola in Finland). My third part, will be focused on the customer relationship management, with the main definition, with all factors who help to define the relationship between the company and the customers. Moreover, I will explain all the aspects of matrices who help the company to target future consumers or to keep and develop the customer's loyalty.

After those main points, I will explain all the process of the event and how we decide to organize it. After the event I will wright all the analyze and compare with what we expected, and I concluded the thesis with some recommendation and news ideas, for avoid the mistakes that we have encountered.

To help me to write the main definition of marketing event, I used some classes during my first and second year in the Business school of La Rochelle. Moreover, I help myself with website definition. The marketing event is considered as the set of marketing technics and methods used when we create an event, and the goal is to promote a brand, product or an organization to build consumer loyalty or acquire new customers with different audiences.

The objectives for marketing event are different, depends of the problem encountered by the company. Some example of objectives: catch the attention of the customer, promote the image of the brand during manifestation, obtains some results on the social network (with the hashtag for example).

The most important part when we create an event is the communication. In fact, if the communication is not adapted to the target, it can be failed and have a bad impact on the company. That why the company need to use the six first media (cinema, radio, television, newspaper and display. In nowadays, internet take a big place in our life (2,307 billion in the world use social media in 2017 according to the source of blog du modérateur) that why the company need also to create and promote more on the social network, because they have more impact in the audience and can evaluate the influence of the company (number of likes, sharing, comments ...). However, we cannot deny that the evaluation of the event's impact cannot be certain, for example fake account can be made or fake comments and, everything depend of the quality and originality of the marketing event.

The definition of consumer can be different to when the word is. There is a general definition and specific definition. In general, the consumer is a person who acting in buying a product or service until the finish consumption. About the specific definition, there are three main definitions in economic, marketing and law sector. In fact, in economic the consumer is the agent who choose to use and consume the service or the good and proceed to its partial or integral destruction. In law, the consumers have some rights and his is protect buy the law, he is a physical person who accept the offer and the company, and the consumers have a contract on the goods or services at non-professional ends.

To finish, in marketing the company need to identify and evaluate the customers, the way of acting according to their expectations because the final consumer is not necessarily the person who paid the product. That why, the company need to analysis the process of acting because the consumers can have many idea and act of consumption, and all of that is influenced by many factors. In fact, according to the definition about the consumer behavior of Marketing Etudiant, the company need to take in consideration many factors:

Consumer behavior is influenced by various factors: - factors specific to the individual that fall within his psychology, - others related to sociological or psychosociological factors, - others finally linked to culture or environment factors. [...] To understand the buying process of a consumer and to carry out the commercialization of a product or a service, it is essential to anticipate as reliably as possible, the reactions of all the targeted segments. For this, we must look for the variables that explain the purchase. It is also necessary to analyze the various steps that lead to the purchase decision. (Marketing Etudiant 2018)

That why, we must look the variables that explain the variable who change or explain the way of consumption (FIGURE 1).

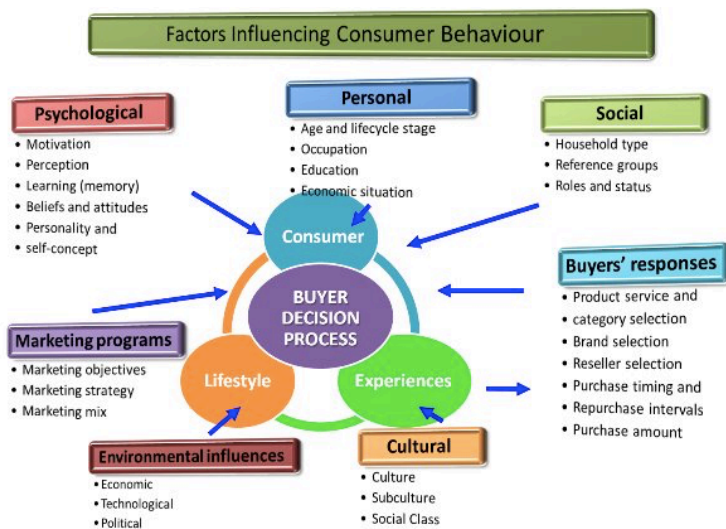


FIGURE 1: factors who influence the behavior

It can be seen from this figure that purchasing decision-making is affected not only by the consumer's environment but also by the marketing used by the company. Hence, thanks to the definition of Marketing Etudiant and this figure, we can assume that the company must take into account all the factors below which will make it possible to influence the consumer so that he buys, uses or understands the product and / or service offered.

For the event we choose a sponsor and the name of the company is Olivetti based in the center of Kokkola (Finland). The company was established in October 2007, and the goal is to sell wine and French food. Since, little time, the manager has set up wine tastings organized every Friday night. The types of consumers in the business are typically between 30 and 45 years old and are predominantly male.

2 EVENT MARKETING

In this part, the notion of event marketing will be defined as well as the essential elements to take into account during its creation. The challenges, the steps and the importance of marketing will be addressed.

2.1 The goal and challenges of marketing event

According to the definition of event marketing on the website Business Dictionary a marketing event is:

“The act of creating or developing a project for an occasion or a special exhibition (such as sports event, music festival) to promote a product, a brand or a company. The goal is to make a unique opportunity to produce a unique result. That is, create a specific and defined project for a specific business opportunity.” (Business Dictionary 2018)

In order to realize this project, the company must, upstream, identify 4 essential points:

- Define the product or service
- Delimit event in time (start and end date)
- Coordinate and divide tasks among several team members
- Define time, cost and resources

The purpose of event marketing is to create a team project while limiting costs to create an event that will allow the company to have greater visibility in the market it aims. Like any project, an event marketing has to face several challenges.

First of all, within a team, it is necessary to define the "person in charge" (who gives the instructions) and a "manager" (the person in charge of managing the project but also the person who manages the financial procedures of the project) in order to help the smooth running of the event. The first challenge faced by the manager is he must ask himself the right questions in order to define clear and precise objectives for communicating them to his subordinates. Indeed, good communication is the important element in teamwork. For this, you need to set up a certain device such as meeting, sharing documents and create transparency between each members of the team; so that everyone knows the progress of the event. Moreover, the project manager need to identify and evaluate each request of the team, in order to define the

costs and the results. For this he must evaluate the time and financial resources. One of the main challenges during a project or the creation of an event is team cohesion. Each members of the team must have the skills required to be essential to the elaboration of the project. It is the role of the manager to evaluate these skills and maintain team cohesion through the notion of communication seen previously. Finally, the last challenge that must be taken into account during a project is the risk management. Indeed, a project does not work as in the initial planning, during the course and the preparation there are often unforeseen. It is essential that the manager and all other members of the team manage the risk from the outset and can plan new actions. It is essential to identify and manage unexpected events and identify potential problems in order to know which direction to carry out the project until the success of the project.

The most important thing in an event marketing is to define the role of each member beforehand, to define the purpose of the event (Why? How? For whom? When?) while taking into account the risk management (timetable, cost, teamwork). For the last point it is essential to develop a monitoring system throughout the project in order to reduce risks, improve performance and propose an event adapted to the needs of consumers and the company.

2.2 Essential steps to create the project

During an event marketing it is essential to define the different steps that will allow to create the event. For this, it is important that the company has data and results concerning consumers, customers, market, competitors ... This is why the first step is to collect information and this is done through qualitative research (data verbal that can be measurable) and quantitative research (measurable data, most of the time we can quantify it). According to H. Hoyle marketing research is an essential point for the creation of events to determine the desires and trends of consumers.

Before one can effectively design and market an event, there is the need to determine the desires, expectations, and anticipations of the audience to whom that marketing will be directed. The event may be an original production or a historic, traditional annual meeting but research must be ongoing. (L.H.Hoyle 2002, 21)

Quantitative research is based on analyzing consumer attitudes, needs and behavior through a data digitization system. As for qualitative research, is based on opinions, objectives, visions

and the study of behavior during the act of buying or consuming the good or service. When studying and researching marketing, it is the business, identifying its information needs and determining what they are studying (qualitative / quantitative) according to their needs.

Either can be considered for both pre-event and post-event research. And qualitative methodology is extremely effective during the event itself. (L.H.Hoyle 2002, 22).

In order to build an event, the company, upstream, must identify the 5p that are essential to the creation of a marketing event and that will determine the progress of the latter. The 5p are as follows:

Product: a good to meet the needs of consumers. It is positioned in a market that is determined by the company. For the marketing event, the company must determine which product it wants to market and use to create the event. This product must satisfy the consumer's needs, and the purpose of the event will be to promote this product.

Place: this notion concerns the place where the event will take place, the latter reflects the company and the message we want to convey. (FIGURE 2)

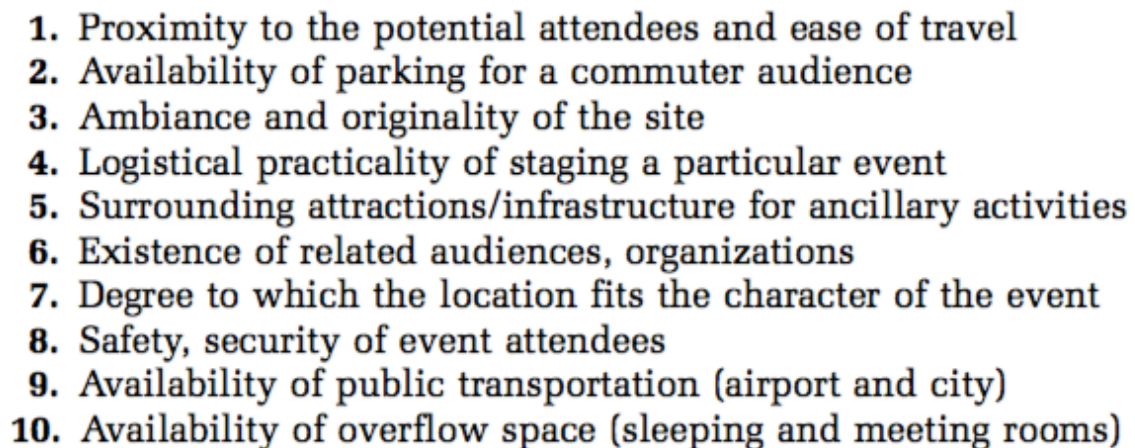
- 
1. Proximity to the potential attendees and ease of travel
 2. Availability of parking for a commuter audience
 3. Ambiance and originality of the site
 4. Logistical practicality of staging a particular event
 5. Surrounding attractions/infrastructure for ancillary activities
 6. Existence of related audiences, organizations
 7. Degree to which the location fits the character of the event
 8. Safety, security of event attendees
 9. Availability of public transportation (airport and city)
 10. Availability of overflow space (sleeping and meeting rooms)

FIGURE 2: Elements that influence the choice of the location of the event (L.H.Hoyle 2002)

With the FIGURE 2 above, we see that it is up to the company to choose the most appropriate place possible for the event to reach a maximum of consumer taking into account all the elements above. The location should be chosen with care and based on the company's revenues, competitors and consumers (behavior, lifestyle, etc.) to create a good environment that will generate interest for the participants.

The location of your event can dictate not just the attendance, but the character and personality of the event as well. (L.H. Hoyle 2002, 15).

Price: Regarding the financial aspect, the company must take into account different factors. It is necessary to identify the market on which the product is positioned by analyzing the competitors (company offering a similar product that meets the same needs of consumers) and the prices they charge. After identifying this first factor, the company must also evaluate the costs that will support the event (advertising, places, products ...). Indeed, the company can create the event to make profitable its product and increase its profits or to have a greater visibility and that the costs of the event would be amortized over time.

Some events are designed to make money, pure and simple." Others are strategically developed to break even financially ... some that are more likely to lose money in their efforts to gain greater assets elsewhere (L.H. Hoyle 2002, 13-14).

To finish the last factor that the company must take into account is the price that it will practice for access to the event and all this depends on the type of consumers and the proposed product and extra activities that can be proposed. The price strategy is very important because it reflects the company, the product and the quality of the event.

The event marketer must clearly understand the financial mission and design a strategy to accommodate those goals." (L.H. Hoyle 2002, 14)

Public relations: This notion is the most important part of the marketing mix. Indeed, it is composed of the communication part. As a first step, the company must analyze the market and consumers' expectations for proposing adapted communication actions. (FIGURE 3)

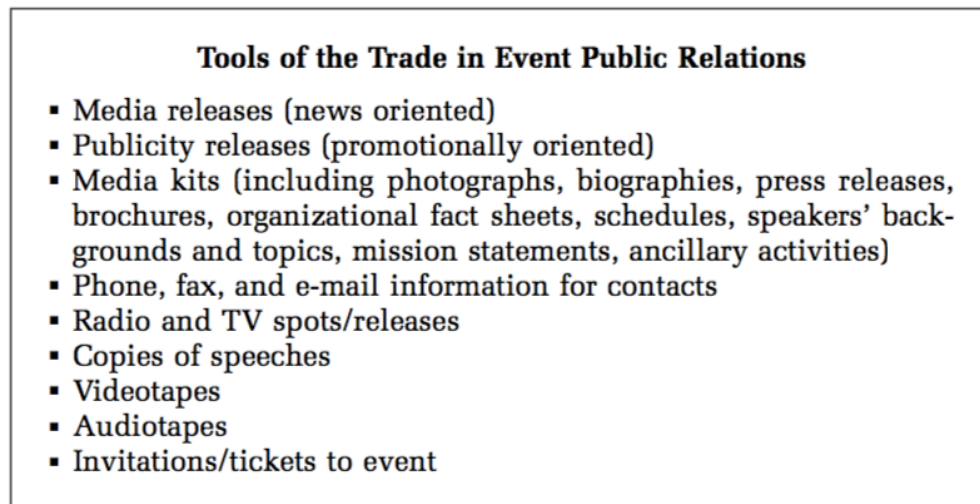


FIGURE 3: Different example of communication support (L.H.Hoyle 2002)

For the creation of the communication in order to be as visible as possible for the event, the company must choose several tools which are represented in figure 3 so that the notion of public relation will be able to attract the attention of the consumer via different communication bias. This will build public interest.

Public relation is issued to promote products, people, places, ideas, activities, organizations and even nations. Companies use public relations to build good relation with consumers, investors, the media and their communities » (P.Kotler, G.Armstrong, V.Wong, J.Saunders 2008)

Positioning: This notion makes it possible to define the positioning of a product, a brand or a service in the mind of the consumer thanks to its characteristics allowing to be as competitive as possible.

Arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the mind of target consumers (P.Kotler, G.Armstrong, V.Wong, J.Saunders 2008)

In order to have the best possible positioning in the mind of the consumer, the company, for the creation of its event must take into account the external and internal factors of its environment. In a first they must identify consumers, their needs, expectations, culture; but also, their competitors and the products they offer. The management of a good positioning, allows the company to obtain a competitive advantage on the market.

5Ps is a method that allows the company to take into account all aspects of its environment (internal and external). It will analyze them, and the results obtained will help to set up a marketing and strategic event as appropriate as possible to reach a maximum of current or potential consumers.

2.3 Importance of marketing

When creating an event, marketing plays a major role in the development. In fact, marketing will make it possible to analyze consumers and the market. Like that, the company can create an event that is as relevant as possible to the company's philosophy and the expectations of customers or future consumers.

Marketing is going to be the key element in the development and communication of the event. Initially, the company will have to do qualitative and quantitative research in order to gather as much information as possible. The research will be done mainly on the consumers (current or potential of the brand) and then on the course of old event that could be created by the company or its competitors. This will help to understand the client during his experience within the event and target the population that will participate in the event; to offer them an experience that meets their expectations. One of the main concepts that is important, is the notion of experience. Indeed, this is very important because the company wants to give an experience to consumers, so they are apt to consume the product and retain it in the future. The definition of experiential marketing is to create a moment when the customer is at the center of the product or service experience so that he or she feels a sense of well-being in order to create a link between the consumer and the company.

Experiential marketing stages the values associated with a brand by involving the end customer in the staging itself. Staging that materializes by the theatricality of the point of sale.

This involvement of the client will offer him the opportunity to live an experience generating emotions specific to each participant. The goal of a marketing operation is to bring the consumer unique experiences that occur within the world of a brand, in order to build the relationship between him and the brand. (G.Marion 2003)

In order to create this experience, there exists today different types of experiential marketing such as sensory, emotional, intellectual, action or tribal marketing. The common point between

them is that it puts the consumer at the center of the decision-making and action to create a link with the previous idea. It is up to the company to choose which one is best suited to the company and also to the expectations of the consumers.

The avowed purpose of implementing experiential marketing is therefore to have the brand associate an optimal level of experience that cannot be duplicated by competitors, for which a holistic approach to the brand is recommended. The brand as the aggregate of its reputation on the market, its promises to the market and finally, the experience given to its customers. (Marketing Etudiant 2018)

2.4 Helpful tool

As in any project implementation, the company has essential tools to help achieve it. The most important thing is to create a schedule that will allow to have a global vision on the progress of the project. It is important to set deadlines so that everyone involved in the project organization is consistent and shares the same vision. In order to create the schedule, one must start from the final date (day of the event) and go back in time. According to the site Guide Événement, the main steps are the same for any type of project and it is up to the manager of the project to add the relative and project-specific stages. Here are some examples of the steps:

Outline the event and the guideline. Development of preliminary plan (site selection, date, content). Realization of the schedule and the provisional budget. Development of the detailed content of the event (implementation and production). Start of event promotion. Realization and sending of invitations and booking form. Deadline for receipt of registrations. (Guide Événement 2018)

The second indispensable tools for project realization is internet. Indeed, the internet will allow the company to share documents between employees on a platform such as Google drive. The goal is that everyone shares the documents and can make changes, so everyone has the same document at the same time. In addition, internet will allow the company to broadcast and promote the event. For the communication it is important to use tools such as Facebook or other site that will allow and facilitate the dissemination of communication. Finally, the last essential tools, mentioned in Guide Événement is called "the scenario of the day". This consists of creating a schedule of the day with precise hours, activities and staff for setting up and installing and running the day. As the company can assign tasks to each employee and everyone knows the exact sequence and tasks it must perform. Its tools, mainly the schedule and the scenario

will allow to manage the day the best possible, moreover it allows the organizer and the staff to know the missions of each other in time.

These planning tools will help you not only think about everything and forget everything, but also inform everyone involved about the entire event and what you expect from each of them. (Guide Événement 2018)

2.5 Evaluation of the project

During a project it is important to constantly evaluate it. During the preparation and the progress and after completion of the project. This analysis is called feedback, and the main goals of that notion is:

The action by which the recipient of a deposit sends a confirmation of understanding or an account of execution to the original issuer, so this is a return action. (Marketing Etudiant 2018)

Each employee has specific tasks when carrying out the project is why it is advisable to make meetings to have a feedback on changes in the tasks of each. This notion must be applied during the creation but also after the event to make a point on the whole of what happened internally (from the point of view of the team) and externally (depending the consumer's feeling).

The concept of feedback internally allows the improvement of the transparency between each collaborator. Indeed, as indicated on the site Marketing Etudiant it helps to:

Better co-ordination of employees in the event of interdependent activities. A better analysis of the activity by pointing out the critical points in particular. Better productivity for employees, because in the event of difficulties, the manager can limit the flow of assigned assignments to allow time for the employee to solve his problem. (Marketing Etudiant 2018)

As far as the consumer is concerned, the notion of feedback is very important for the company because it will make it possible to know the customers' expectations and to adapt the offer to the best on demand. In addition, this will help to analyze the gaps and solve the problems encountered during the consumer experience. In order to collect the information, the company sets up questionnaires that can be done online or face-to-face.

Customer feedback is based on 5 principles: Have an idea of what customers like and do not like. Raise to customers that their opinions matter. Obtain an outside opinion to the company. Learn and discover new market trends. Improve the products and services of the company. (Marketing Etudiant 2018)

As it can be noted, this notion is very important because it will allow the company to be more effective and efficient internally within its teams but also externally; because it will focus its offer around the consumer and his expectations as it can be deduced.

3 CUSTOMERS RELATIONSHIP MANAGEMENT

The main definition of customer relationship management is:

Enterprise-wide approach to understanding and influencing customer behavior through meaningful analysis and communications to improve customer acquisition, customer retention, and customer profitability. (D Peppers, M Rogers 2016, 7)

The main principles of that notion are to put the client in the center of the offer in the goal to build a relationship between him and the company; for improving the loyalty and the profitability of both.

3.1 Most important things in the CRM

CRM is composed of “45 percent dependent on the right executive leadership, 40 percent on project management implementation, and 15 percent on technology.” (Edmund Thomson, Gartner Group)

Indeed, to create this relationship the company need to adapt its marketing focusing on the satisfaction, loyalty and the conservation of the customer. In addition, management (management and planning of the company and teams within the company) need to be adapted turn to the customer experience and the increase in customer value. This is why the company must focus on three essential points:

Get: Employ awareness and acquisition tactics while reducing customer acquisition costs. Keep: Reduce attrition and retain customers via loyalty programs, product updates and quality service. Grow: Increase customer lifetime value by upselling, next-selling and cross-selling. (N. Monk 2013)

Thus, three points put the consumer at the center of decisions and actions of the company in order to create a relationship with the latter.

Customer relationship management is based on analytical and operational actions. In fact, on the operational point the company must set up a software system and integrate new technologies into its CRM strategy. From an analytical point of view the company must analyze and plan the strategy that will be necessary to add value to the consumer.

Valuable information from operations is acquired in silos and is not leveraged in analytical processes across the enterprise. [...] Disconnection of the operational and analytic feedback loop will hamper effective customer operations and the creation of critical customer intelligence. (Joseph O. Chan, 2005, 34)

The last important point about the notion is that the company need to integrate in its CRM strategy 5 essentials points concerning the commercial functions that are integrated in the strategy consumers. This will allow the company to understand its environment and integrate it, into the strategy. The points are:

1. Financial
2. Production, logistics, and service delivery
3. Marketing communications, customer service, and interaction
4. Sales distribution and channel management
5. Organizational management strategy

The points above must include the customer and his expectations in each strategy, which is why the long-term and short-term objectives must be taken into account. The customer and the relationship between the company and them must be put first, not the product and the range. Because the customer is the main actor for the company.

3.2 Factors that define the relationship

In order to establish the notion of relationship with the customer the company must know the seven essentials points and relative to the latter which are:

1. relationship implies mutuality
2. relationships are driven by interaction
3. relationships are iterative in nature
4. ongoing benefit to both parties
5. Requires a change in behavior
6. uniqueness = every relationship is different

7. trust

The aspects of creation of the achievement and how it is managed depend on the comprehension and interpretation that the company makes about the notion. The notion of relationship must involve the emotions of the consumer in order to create the loyalty. This is why the company must take into account the 4 E's (experience, exclusivity, engagement, emotion) as said in the article: The 4 E era: Customer Experience, Commitment, Exclusivity & Emotion!; 2017 which will allow to build a relationship; turned towards the customer and the most personalized possible. To create this relationship and improve consumer loyalty, the company has the choice of two different tactics, reactive or proactive. If the company decides to use the reactive tactics it will have first to identify the less loyal customers, those who will probably go see the competition. In the second time the company must persuade them to stay by offering products with a new price offer or the proposal of new associated services.

Reactive retention initiatives, on the other hand, are those policies and practices aimed at intercepting customer defections and preventing them, or perhaps reversing them as they occur. (Don Pepper, 2003)

The second tactic is proactive, it means that the company will identify the problems (causes) of the company concerning the product or the pricing that pushes the consumer to leave. After identification, it will design new actions or products to satisfy the customer in order to increase the level of belonging to the consumer's brand. Finally, the company can set up a customer loyalty system such as a point system at each purchase or a reduced price to thank him for his loyalty.

If a customer interacts with you to specify some aspect of how they want to be treated, you can effectively "loyalize" the customer by remembering that personal detail and providing a customized experience in the future. (Don Pepper, 2003)

As it can be deduced these three points will allow the company to create and perpetuate the relationship and the loyalty of the consumer towards the company. It is the role of the company to understand what the customer needs, what he does in his daily life and understand the customer's desires and expectations.

3.3 What is the notion of IDIC?

The concept of IDIC is based on: identify, differentiate, interact and customize. This sign was invented by Peppers and Rogers. (FIGURE 4). The 4 actions mentioned allow to build, keep and maintain the relationship between the consumer and the company over the long term.

These steps represent the mechanics of any genuine relationship, which by definition will involve mutuality and customer-specific action. But while the IDIC process represents the mechanics of a relationship, generating a customer's trust is the objective of that process. Relationships simply cannot happen except in the context of customer trust, [...] but for now, what's important is to get an overview of both the mechanics and the objective of a relationship building. (Peppers & Rogers 2004, 65)

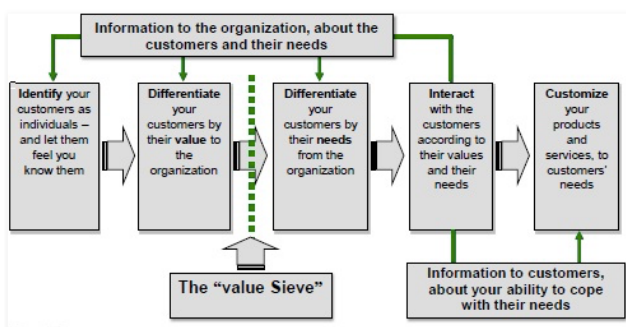


FIGURE 4: IDIC methods (Peppers & Rogers 2004)

Identify: is the fact of recognizing and identifying each consumer in order to collect information (data) which will make it possible to be able to understand the customers

Differentiate: Firstly, the company must identify the consumer groups in order and group them according to their need, behavior. This will allow the company to propose needs or services to the most targeted consumer group possible in order to meet their expectation of creating to ensure that the customer is of value to the company.

Interact: an interaction with the customer will allow the company to identify to understand its expectations, that is why it is said that the interaction is based on 6 criteria:

1. All the parts have been identified
2. All the parts must be able to have dialogue

3. All the parties must want to participate
4. The Dialogue can be controlled by anyone
5. The dialogue will change enterprise's behavior towards the individual and the reverse.
6. A dialogue should pick up where it last left off

The interactions of a company towards the customer must be flexible (it is necessary that the customer can have the choice), the company must build a culture based on the confidence of the consumer. Moreover, it is necessary that any type of message and interaction must be clear and simple. To facilitate this interaction the company, and thanks to the developments of social networks, sets up platforms where customers can express themselves freely.

Customization: this concept allows the company to offer a product or service that meets the expectations of consumers. The offer must be adapted to the relationship with the customer. The enterprise takes into account the wishes of the customers, it gives a feeling of belonging to the company for the customer. Pine and Gilmore (1997) have made assumptions about mass customization:

1. Adaptive: offer a standard product or service but we can customize it
2. Collaborative: there is a dialogue between the company and the customers, like the company can identify the need for offering a product adaptive to customer's expectation
3. Transparent: the company provide a customization towards the client and not of dialogue
4. Cosmetic: it's a standard product

In conclusion, the concept of IDIC developed by Pepper & Rogers in 2004, allows by insights and action to build, develop and solidify consumer confidence in the company, and the company towards the customer.

3.4 Impact of experience for the customer

During the event the consumer will live an experience. This notion is very important because the products related to the company will be assimilated to the lived experience of the consumer. This experience will promote communication between clients such as, word of mouth or on social networks so that they share their lived experience.

Today we are in an Experience Economy where goods and services are no longer enough; what consumers want are experiences – memorable events that engage each individual in an inherently personal way. (J. Pine II & J. Gilmore, 2017, 60)

In order to build the relationship, the consumer must have emotional fidelity. Indeed, retention is not a relationship. What builds the relationship is emotion during the act of purchase. The experience can create satisfaction from the customer but also loyalty which is linked to his emotions through this experience. But more importantly, create a relationship with them. Because the relationship between client / company is a concept that will differentiate competitors. The customer will be emotionally linked to the company, which will be more difficult for the consumer to go to the competitors. Then it is up to the company to continue this relationship by providing offers that are called "loyalty program", that sales, points on a loyalty card after each act of purchase etc.

After the identification of all of those points, it can be concluded and deduced that the notion of customer experience can be defined on the perception and the relationship that the customer has with the company. Today, companies aim to refocus their offers and put the customer at the heart of the business. The experience that the customer will live in the company will allow to retain (emotionally), and the customer will recommend the company because he has had a good experience (advertising and communication by word-of-mouth). All this is intended to increase the reputation of the company but also to build and solidify the relationship between client / company.

4 CASE: WINE TASTING IN THE OLIVETTE (Kokkola, FINLAND)

In this part, the tools put in place and the analysis of the questionnaire will be processed in order to understand and adapt the event as best as possible to the participants. Moreover, thanks to a feedback questionnaire, the consumer's feedback will be studied, and this will help to understand and analyze the impact of the event.

4.1 Background

Currently in exchange student at Centria University of Applied Sciences based in Finland, and as part of my double degree, I did my thesis. We are four of our school (Groupe Sup de Co La Rochelle France) to be in this case. That's why we came up with the idea of creating an event to promote French culture in Finland. Our idea was to create an event accessible to all (of course people aged 18 or over) with an entrance fee. In the price would be included several tasting drinks while offering a friendly atmosphere so that the participant has a good time. The concept of sharing is a concept that we hold dear because during this event, we will promote French culture but also for the creation of the event we had to learn about Finnish culture. However, some constraints on the legal and regulatory aspect of alcohol forced us to make some changes to our basic idea. That's why we chose the company Olivette, as sponsors so that our event is realized.

4.2 Legal aspect

The legislation concerning alcohol is very complex. In fact, with regard to alcohol, it is the State that has the monopoly.

The state-owned distributor of alcohol, Alko, was founded after the prohibition ended and was given a monopoly on alcohol sales. Alko shops were set up only in cities; there were none set up in rural areas until 1969. (RP 100/2017 rd, *supra*, at 7.) (E. Hofverberg, December 29, 2017)

Because of the complex regulation we decided to choose to organize the event thanks to a sponsor. That's why we chose the company Olivetti, based in the center of Kokkola as sponsors of our event. Thanks to the sponsorship, it became feasible, and it was beneficial for the company. It allowed it to develop its reputation, to strengthen its relationship with these customers and to acquire new one. This will allow it in the future to increase its profitability and brand image.

4.3 Analysis of the survey

Following an interview with the manager of the Olivetti, to know the expectations and needs of customers we were able to determine the "typical customer" of the company. The typical customers are men the ages of 30 and 45, who shares the same passion for wine and French food. However, in order to determine and know the attitude of consumers about French wine, I decided to make a survey. Like that, I had the opportunity after analysis to create the 5 P and IDIC related to the event and the consumers of the company. The questionnaire (APPENDIX 1) was done using Webropol program and published online on Facebook.

In the first question, the aim was to find out the drinking habits of the respondents (FIGURE 5).

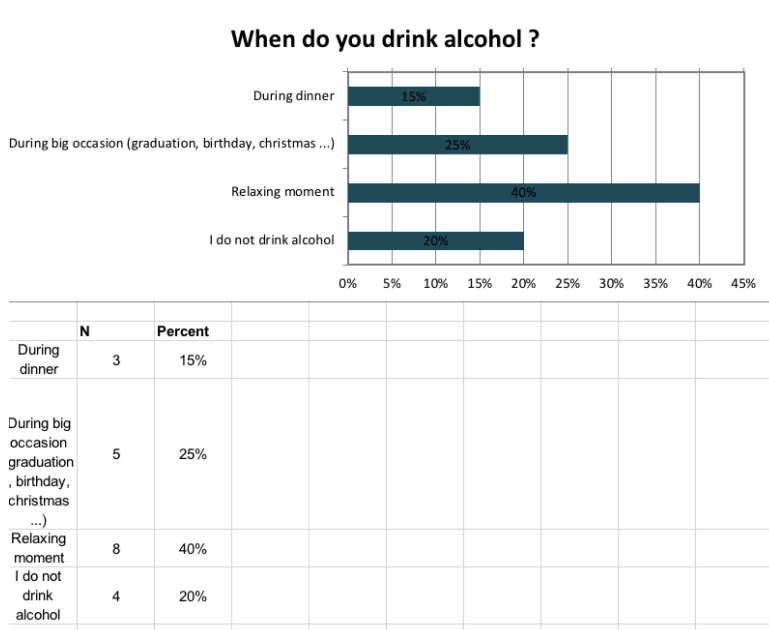


FIGURE 5: Frequency at which the respondent drink alcohol

With this first question we note that 40% of respondents' drink alcohol during relaxation and 25% for special occasion. In addition, it is interesting to know the point of view of those who do not drink alcohol and 20% of interviewees do not drink.

For the second question, the goal was to know the attitude of consumers and their vision regarding French wine. (FIGURE 6)

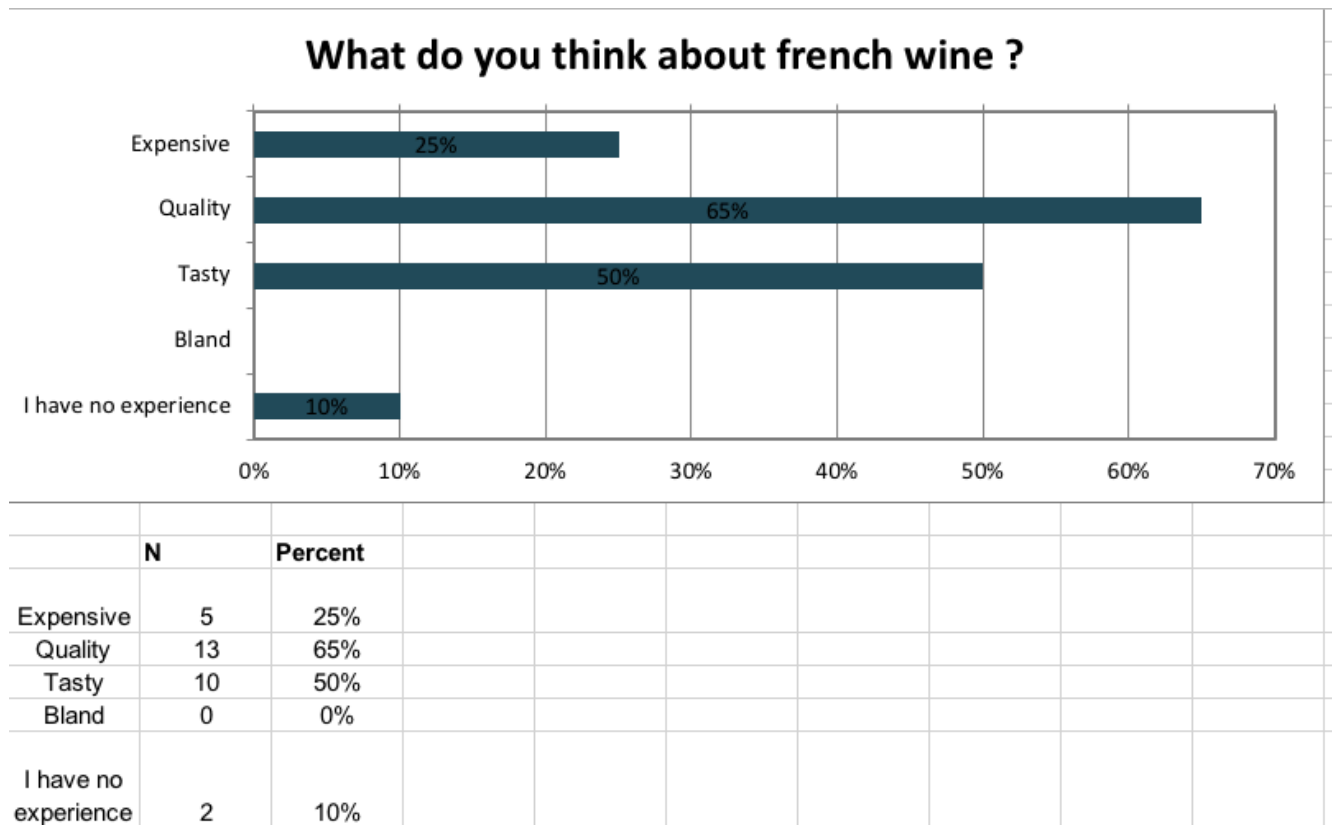


FIGURE 6: Image of the French wine in the mentality of the questioned person

65% of respondent consider the product synonymous with quality and 50% taste. This allowed us to better understand and apprehend the vision of someone who does not share the same culture as us, regarding an international product. For this question, the interviewee had the option of checking several answers. We note that we find the answer of two people who do not drink alcohol who are part of the 20% who do not drink alcohol.

For the third question, I decided to use a closed question in the form of a scale in order to have a better visibility. The respondents were asked if they recognize differences in wines (FIGURE 7)

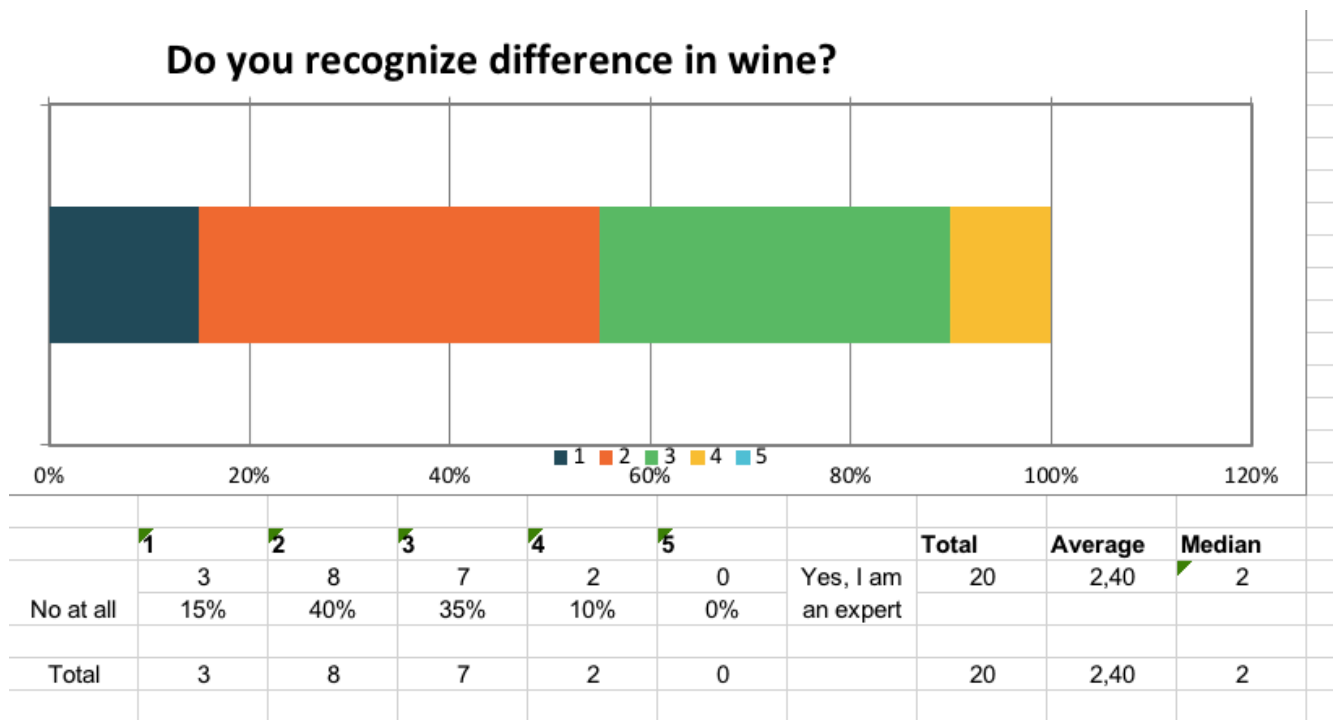


FIGURE 7: Recognition of differences in wines

The fact of using a scale allowed the interviewer to position themselves and not just answer yes or no. We note here that not all of the interviewees know how to recognize the differences perfectly, but some of them can at least recognize the differences.

The purpose of the question after was to know the opinion of consumers whether or not they would be interested in a wine tasting event. (FIGURE 8)

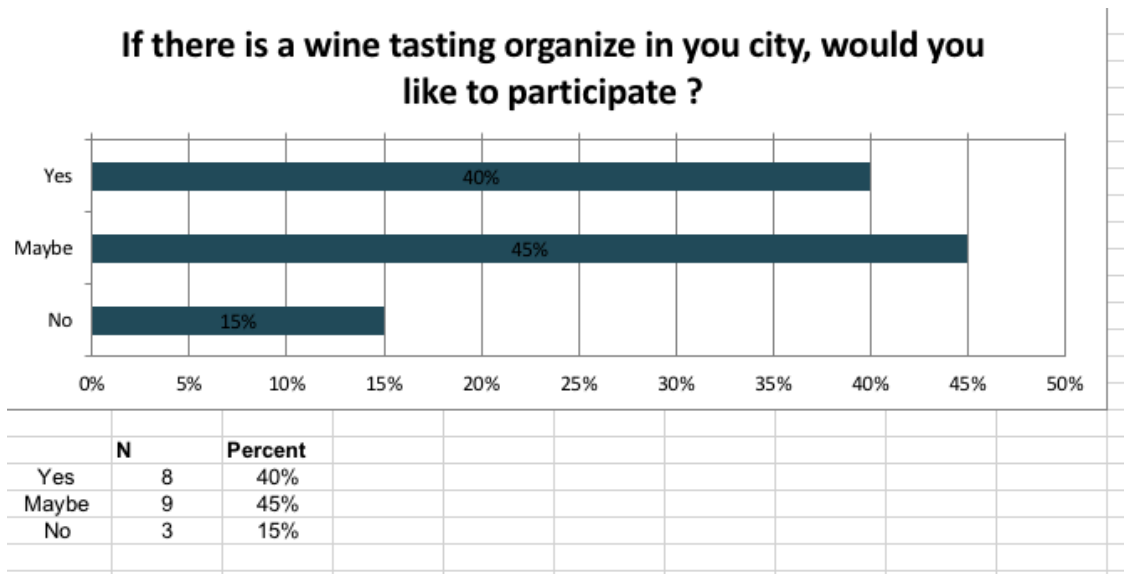


FIGURE 8: The interest for a wine tasting

We note that 85% are probably or totally interested in this type of event.

The importance of this question was to know why the future participants in the event would come to the tasting. (FIGURE 9)

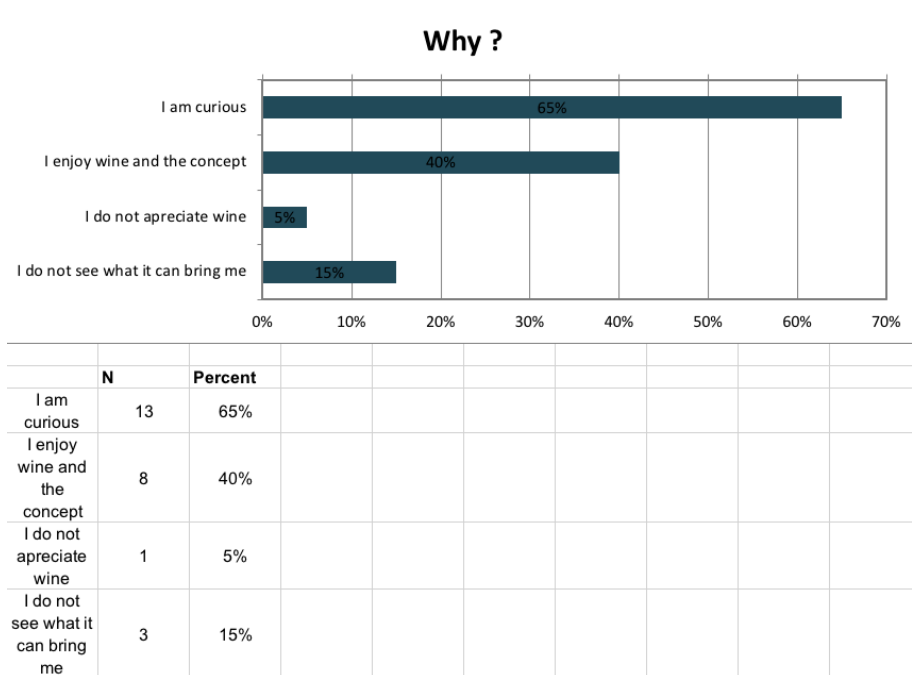


FIGURE 9: Why they are interested

As it can be seen, 65% is because they are curious and 40% of them because they appreciate the wine and therefore the concept of participating in a wine tasting theme. As on all previous questions we find the 15% of those who do not drink alcohol. As with previous questions, I used the closed question system to get a more accurate view of consumer opinions.

The goal of this question was to know if in the interviewees there were those who knew the business.

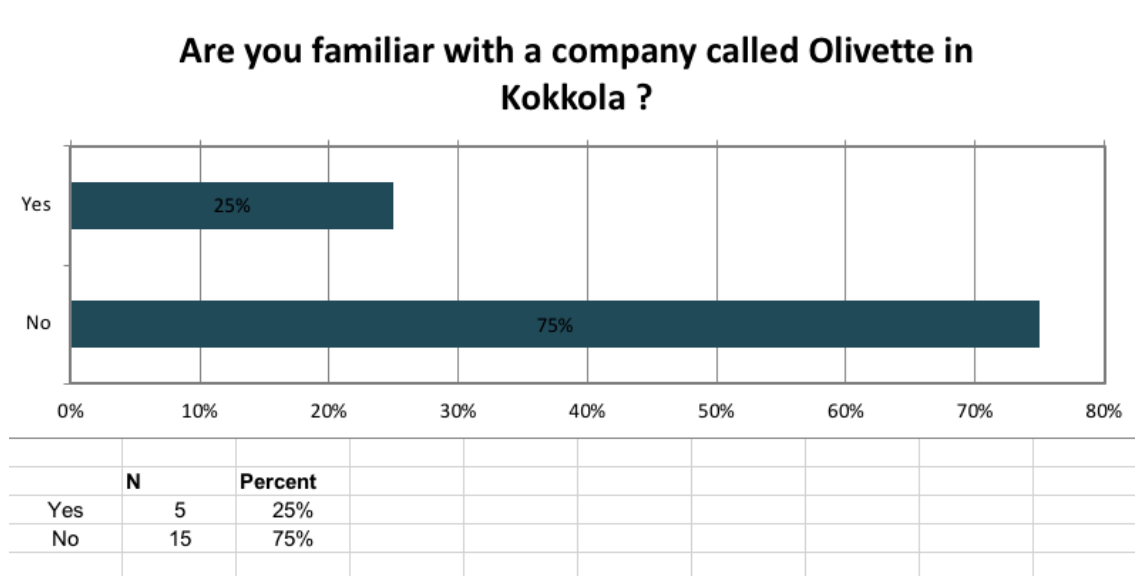


FIGURE 10: Familiarity with Olivetti

It was essential for us to know whether or not certain interested people knew the company in order to adapt the communication based on the answers. Here we notice that only 5 people know the company.

The next question was only visible to those who answered "yes" to the previous question (Figure 9). This question allowed me to know if those who knew the Olivetti was already a customer, or if he knew the company by reputation. (FIGURE 11).

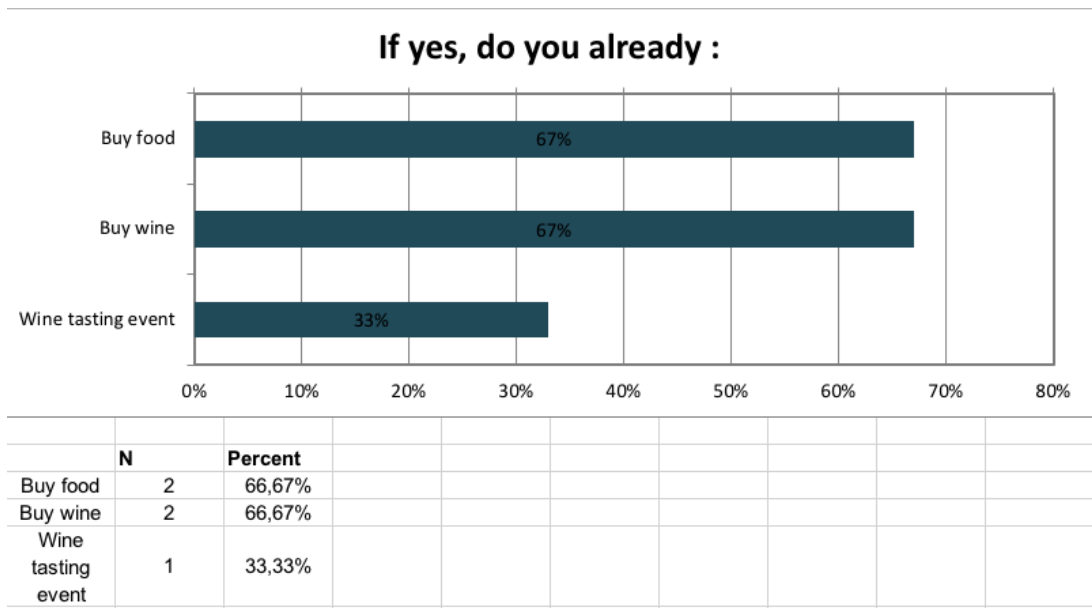


FIGURE 11: What type of product they bought

Here we note that people who know the company have already consume property of the company.

The next three questions are background information about the respondent. (FIGURE 12,13, And 14)

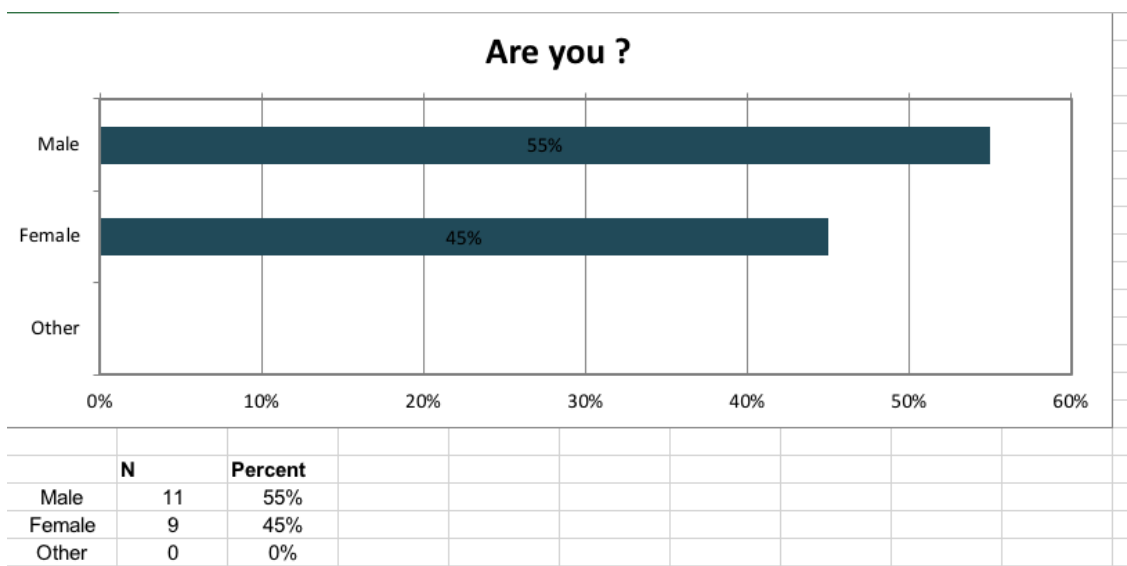


FIGURE 12: Gender

With this question we notice the number of people who answered the questionnaire which is 20 people and we have about the same number of men and women. Eleven of them are men and 9 are women.

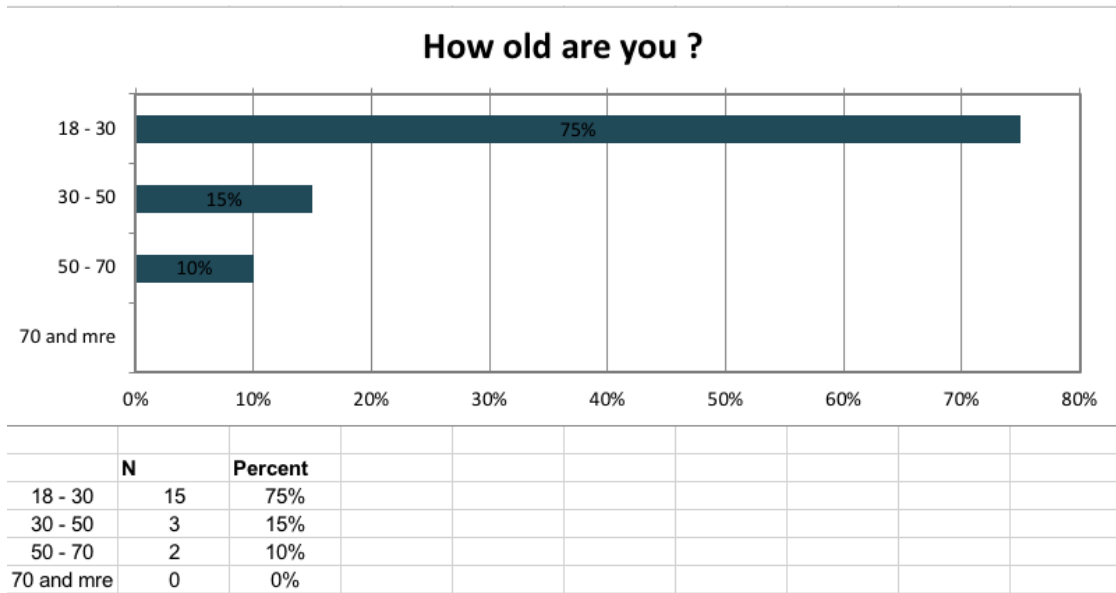


FIGURE 13: question about the old

75% of the respondent are in an age range of 18 to 30 years. 15% between 30 and 50 and finally only 10% between 50 and 70 years. None of the interviewees are over 70 years old.

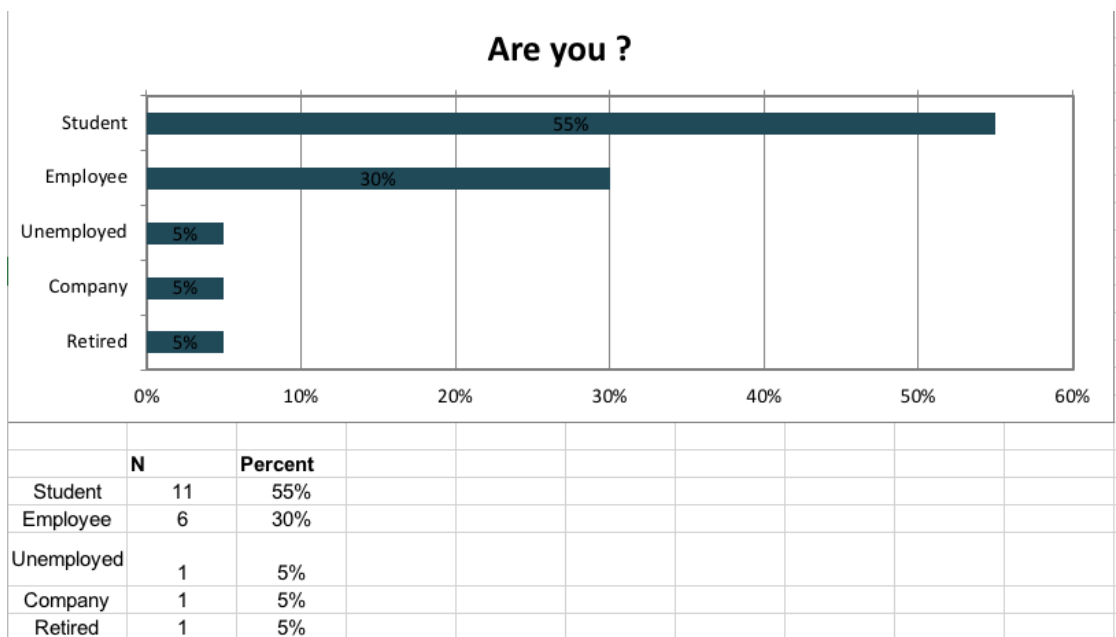


FIGURE 14: categories socio-professional

To finish the last question is about the social category of the interviewees. We note that the vast majority are students or employees and they represent 85%.

After analyzing each question, we noted that in the mind of the consumer, French wine has a strong reputation and is synonymous with quality. In addition, the fact of creating a wine tasting as an event, interests more than 85% of the interviewees. In addition, I notice, the information provided by the Olivetti concerning the "typical customer" of the company is validated and confirmed with this questionnaire because there is a majority of men who answered the questionnaire and the majority people are in an age range between 18 and 30 years old. However, we can see that, the company Olivetti is not well known in Kokkola, so by creating this event it would allow it to increase its brand image and its notoriety within the city. Finally, during the questionnaire, a margin of error must be taken into account. The survey is considered as helpful because it allows to have preview of the event's impact. Nevertheless, it is not possible to only trust it as we have to take in account the eventual incorrect answers for example: between figures 8 and 9, it is possible to make misinterpretations. In fact, only three interviewees would not be interested in this type of event but when we ask why we notice 4 negative answers. Three answered "I do not know what it is to bring me" and 1 person answered, "I do not appreciate wine".

After analyzing this questionnaire, creating appointments between each member of the team and with the manager of the Olivetti, we decided to set up the event on Friday, April 13, 2018 from 18 hours to 21 hours. The entrance would be 10 euros per person, and we mainly target a category of people between 18 and 30 years. In order to attract new consumers and current consumers of the company we have carried out communication via social networks, display, press and via the current client list of the company. The proposed product would be especially French wines (white, rosé and red). Moreover, if the customers wish, they will be able to buy the products (food, food instrument) put on sale by the company.

We noted that the decision with the Olivetti was taken end of January. In February no tasks were written because the schedule was not created, however, we had set objectives in oral meal organized between team members. When the event became more concrete and the tasks well defined, we began to list the most important of them in the table.

Staffing

The event took place within the company Olivetti (Torikatu 31, 67100 Kokkola). The number of staff during the event was 5. The manager of the Olivetti dealt with cash and we were divided according to areas (1, 2, 3 and 4) depending on the origin of wines. Each people were responsible for an area and therefore serving and answering consumer questions for the wines in question.

Zone 1: Wines from central France (Charlotte)

Zone 2: Wines from Alsace (Joyce)

Zone 3: Wines coming from Bordeaux (Alexis)

Zone 4: Wines from the region of Provence (Lydia)

Scripting

For the organization of the event it was important to organize the screenwriting so that all the tasks to be performed are realized and not forgotten. By doing it upstream I was able to show this document to the other members of the team so that they can take note of it and that nothing is forgotten. (FIGURE 16)

| Friday 13rd of April 2018 | | |
|---------------------------|--|--------------------|
| Hours | Activity | People concerned |
| 16H30 | Arrive to the Olivette | everyone |
| 16hH45 | setting up tables | Joyce / Alexis |
| 16H45 | setting up for the decoration | Charlotte/ Lydia |
| 16H55 | setting up for the playlist | Alexis |
| 16H55 | setting up the powerpoint in each tables | Joyce |
| 16H55 | setting up of all the glasses | lydia / charlotte |
| 17H15 | setting up of all the table and food | everyone |
| 17H30 | finalization of the dispositf | everyone |
| 17H50 | Be ready to welcome people | everyone |
| 18H - 21H | Zone 1 & 3 | Alexis / Charlotte |
| 18H - 21H | Zone 2 & 4 | Lydia / Joyce |
| 21H - 21H30 | Cleanning and storage | everyone |

FIGURE 16: scripting of Friday 13rd of April 2018

As we can see in Figure 16, we arrived 1:30 before the start of the event to put everything in place. The first customers arrived a little before 18h. As stated in the document below we were all affiliated to a special area of France. After the event we had to clean everything up, put the room back in place and wash the glasses.

Setting up the space

To get an overview of the space and organization of the place, I created a plan that represents the space used during the event. (FIGURE 17)

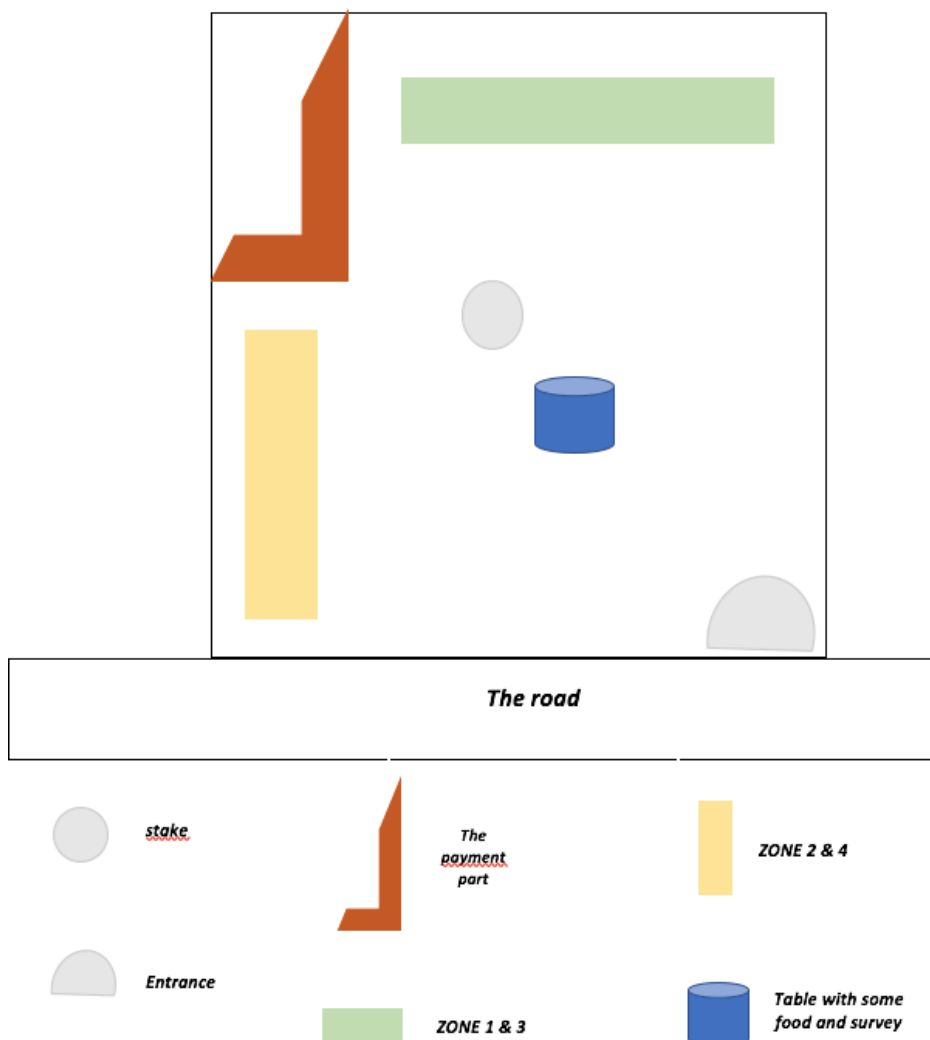


FIGURE 17: Plan of the space

We note that on the plane the space of the Olivette is relatively narrow. That's why we decided by lack of space, to create two large tables with two zones in order to optimize the space and facilitate the movement for the customers.

4.5 Post event

During the event, as can be seen in FIGURE 17, I made available a questionnaire so that customers could return their opinion anonymously about the event. This questionnaire allows us to have a notion of feedback, and to understand how consumers lived their experience during the event.

This question makes it possible to have a vision on the number of current and non-consumer consumer who participates in the event, in order to know the impact that had the communication. (FIGURE 18). (Interpretation of the results of the questionnaire: (1 = Great 4 = Moderately 7 = Not at all))

| | | |
|-------------------|---|--|
| question 1 | Are you already a customer of Olivette | |
| Yes | 14 | |
| No | 19 | |
| Total | 33 | |

FIGURE 18: Respondent are they already a customer of the company

We note that 33 people answered the questionnaire; 14 are already customers of the company and 19 are not.

I wanted to know the feelings of the customers concerning the three points that we put forward for the event which are the atmosphere, the choice of the wines and our professionalism. (FIGURE 19)

| question 2 | What did you like most during the wine tasing | | | | | | |
|-----------------|---|----|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Ambience | 18 | 11 | 1 | 3 | | | |
| total | | | | | | | 33 |
| choice of wine | 22 | 7 | 4 | | | | |
| total | | | | | | | 33 |
| Professionalism | 12 | 15 | 4 | 2 | | | |
| total | | | | | | | 33 |

FIGURE 19: What they like most during the wine tasting

It is noticeable that the grades are positive: in each section the highest number of people answered "1" (1 is the best grade and 7 is the worst one).

It was essential to know the opinion of the customer concerning the image of the event. As students who are not experts in the matter of wine and who spent a lot of time organizing this event, it was indispensable to have feedbacks on the atmosphere and more important on what the participants thought about us.

| question 3 | how do you perceive the reception | | | | | | |
|--------------|-----------------------------------|----|---|---|---|---|----|
| Cordial | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 21 | 7 | 3 | 2 | | | |
| total | | | | | | | 33 |
| Listening | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 19 | 12 | 1 | 1 | | | |
| total | | | | | | | 33 |
| Professional | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 18 | 13 | 0 | 2 | 0 | 0 | 0 |
| total | | | | | | | 33 |

FIGURE 20: How they perceive the reception

As for the previous question the majority of the participants answered "1" regarding the reception that was provided to the participant. None of the notes exceeds "4" which corresponds to moderately.

As said before, the notion of experience during an event is important. That is why this question was asked in order to know the impact of the event on the consumer's experience. (FIGURE 21)

| question 4 | How did you experience the wine tasting | | | | | | |
|-------------------|---|---|---|---|---|---|----|
| Enriching | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 21 | 5 | 4 | 3 | | | |
| total | | | | | | | 33 |
| good moment | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 28 | 5 | | | | | |
| total | | | | | | | 33 |
| notion of sharing | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | 26 | 5 | 2 | | | | |
| total | | | | | | | 33 |

FIGURE 21: How participants perceives the experience

In order to categorize the answer alternatives were: enriching, good moment, notion of sharing. The results are still positive because the majority of the notes are in the answer "1" and as the previous answers no negative answer.

The last question asked was to measure the impact of the event on non-consumers who can become potential customers of the company. (FIGURE 22)

| | | |
|-------------------|---|-----------|
| question 5 | are you planning in the near futur to consume new products from the company | |
| yes | | 26 |
| No | | 7 |
| total | | 33 |

FIGURE 22: Re-buying plans

Indeed 19 of the respondents are not consumers of the company and only 7 do not plan to consume in the future. That is to say, 12 of the non-Olivetti consumers will become potential customers following the event. Hence the result 26 (12 (potential customers) + 14 (current customers)) to the answer "yes".

We can assume that the "no" answers belong to those who did not know the company. In fact, during the event we welcomed students from Centria, and most of whom were exchange students, so it is normal that they cannot consume Olivetti products in the future.

To conclude this survey, in general the majority of the opinions are positive concerning the proposed event. We note that the event attracted new customers. In addition to the responses, we found that they had a good experience in the Olivetti. We had few negative answers which comforts us in the fact that the customer had a good time, and that the notion of sharing that

we wanted to establish was realized. Finally, after a debriefing with the manager of the Olivetti, she informed, more than 70 people were present this Friday, April 13, 2018, while our goal with the members of the team was 30 to 50 people. In addition, the majority of customers present came to congratulate her and to feel their satisfaction for the event. All these positive opinions about the wine tasting, comforts us in the idea that the event was a success concerning our original objective.

5 CONCLUSION

The purpose of this thesis was to understand how to organize an event, and what were the essential steps in order to create a relationship between the consumer and the company. For this I helped myself with a book dedicated to the organization of a marketing event by L.H. Hoyle, my knowledges of customer relationship management; and marketing courses that were given during my studies of college years. Also, thanks to the secondary researches done with many articles and web definitions. In addition, we wanted to organize an event to promote our French culture but also to apply the theory in practice.

Regarding the part about the event marketing, it allowed me to understand what the important and essential tools were during the project realization. We note in this part the study was analyzed for the organization internally (schedule, scripting, setting up the space) but also externally in order to understand and determine the expectations of consumers. Thanks to these analyzes, we were able to organize an event that corresponded to the image of our sponsors (Olivetti), our expectations and desires and the needs of consumers.

For the customer relationship management part, the most important notion is the customer relationship with the company. This relationship is defined by emotional fidelity. Indeed, if the customer is emotionally connected to the company there is, less risk for there to consume a product of the competition. It is visible that this fidelity process is produced through the experience lived by consumer while purchasing and consuming the product or service. The purpose of the event for the company was to attract new consumers. As it may, they could discover the company and products offered, while having a good experience within the company and they are likely to return to consuming the products in the future. Following the feedback questionnaire provided during the event, we noticed that the participants had a good experience and that they are ready to consume new products from the company. For those who have already been a customer, the event has strengthened the link between them and the company after their good experience.

Recommendation and ideas

The recommendations that I can discuss about our event and the work provided is, the next should be more organized from the beginning. Indeed, we took time before defining the place of each and the tasks assigned to us. However, this had little impact on the organization of the event because it was relatively small.

If we have the opportunity to reproduce a similar event, I think it would be important to invite professionals who could explain the wines and make real recommendations for the consumers, because being simple students, even having studied the wines, they were hard to do for the guests. For the validity of our statements, I advise to attract a much larger sample so that the event has a greater impact on the reputation and brand image of the company.

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Wine tasting

1. When do you drink alcohol?

During dinner

During big occasion (graduation, birthday, Christmas ...)

Relaxing moment

I do not drink alcohol

2. What do you think about French wine?

Expensive

Quality

Tasty

Bland

I have no experience

3. Do you recognize differences in wine?

1 2 3 4 5

No at all

Yes, I am an expert

4. If there is a wine tasting organize in your city, would you like to participate?

Yes

Maybe

No

5. Why?

I am curious

I enjoy wine and the concept

I do not appreciate wine

I do not see what it can bring me

6. Are you familiar with a company called Olivette in Kokkola?

Yes

No

7. Are you?

Male

Female

Other

8. How old are you?

18 - 30

30 - 50

50 - 70

70 and more

9. Are you?

Student

Employee

Unemployed

Company

Retired

Are you already a customer of Olivette?

Yes

No

What did you like most during "wine tasting"? (1 = Great 4 = Moderately 7 = Not at all)

| | | | | | | | |
|----------|---|---|---|---|---|---|---|
| Ambience | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----------|---|---|---|---|---|---|---|

| | | | | | | | |
|----------------|---|---|---|---|---|---|---|
| Choice of wine | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----------------|---|---|---|---|---|---|---|

| | | | | | | | |
|-----------------|---|---|---|---|---|---|---|
| Professionalism | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-----------------|---|---|---|---|---|---|---|

Other

How did you perceive the reception?

| | | | | | | | |
|---------|---|---|---|---|---|---|---|
| Cordial | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---------|---|---|---|---|---|---|---|

| | | | | | | | |
|-----------|---|---|---|---|---|---|---|
| Listening | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-----------|---|---|---|---|---|---|---|

| | | | | | | | |
|--------------|---|---|---|---|---|---|---|
| Professional | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--------------|---|---|---|---|---|---|---|

Other

APPENDIX 2/2

How did you experience "the wine tasting"?

enriching 1 2 3 4 5 6 7

Good moment 1 2 3 4 5 6 7

Notion
of sharing 1 2 3 4 5 6 7

Other

Are you planning in the near future to consume new products from the company?

Yes

No

Thank you for your visit, it was a real great pleasure ☺